

PASADENA NEW YEAR FESTIVAL PLANS ALL SET

Tournament of Roses Will Draw 300,000 Persons

PASADENA, Dec. 20.—Floral floats, automobiles and equipages of every description to the number of more than one hundred, bugle, fife, drum, and the blare of brass, under soft banners in blue and gold, will usher in Pasadena's fiftieth year as a California municipality and the thirty-fifth annual Tournament of Roses, New Year's morning, at 10:30.

In the parade 25 sister cities of the Southland will be represented, interspersed by 26 famous bands and other musical organizations contributing their notes of rejoicing over the finished work, which has been the thoughtful, constant care of thousands of decorators and artisans for the past fortnight. University of California glee club and jazz band, Covina, Compton, and other bands will parade over the line of march early New Year's morning, giving concerts to the waiting tens of thousands, before the stately line of rose-bedecked entries begins to descend Colorado street hill.

Police and traffic arrangements this year, under the direction of Chairman David Blankenhorn, point to perfect facility in handling with comfort the 300,000 expected visitors. Maps to the number of 30,000 have been distributed over Southern California, containing simple directions for those wishing to see the tournament parade. Congestion will be avoided as never before, says Mr. Blankenhorn.

Harry M. Ticknor, chairman of the parade committee, himself grand esteemed leading knight of the B. P. O. E., announces that James G. McFarland, grand exalted ruler of the Elks, will be the guest of the tournament, giving a sterling cup to one of the 18 floral entries offered by Elksdom of Southern California cities in his honor.

Santa Monica, Long Beach, Glendale, Ontario, Pomona, Redlands and a dozen other neighbor cities will vie for the heavy sterling cups put up by the Pasadena Chamber of Commerce and Civic association for the two most beautiful entries in the parade. This year there are early indications that novel and startling

designs will be seen, departing from old standards of floral decoration in every way, and gardens all over the Southland are commandeered to the last blossom to enrich the charming scene.

Interest centers in the historical pageant of Pasadena, which, with its 20 floats, will occupy a solid division in the center of the line of march. Miss Sybil Jones, who suggested this beautiful commemoration of Pasadena's jubilee year, states that all the principal episodes from California's glittering page of history will be faithfully and beautifully depicted.

The tournament ball at the Maryland New Year's night will fittingly close what will undoubtedly prove the greatest floral festival seen in America.

New Year's Eve Ball Of Odd Fellows Will Be Splendid Affair

Sale of tickets for the Odd Fellows' ball on New Year's eve at Legion hall, Torrance, indicates that the affair will be one of the most enjoyable social events of the winter season. There will be card playing, dancing, and refreshments.

Drill Gerner Well Too Deep; Plug Back

Having deepened the Gerner well at Engin street and Narbonne avenue, the Federal Drilling company made another try for production this week, but the swab brought up salt water and oil. It is probable now that the well will be plugged back and production sought from a higher level.

Lomita State Bank Declares Dividend

The State Bank of Lomita this week declared a 5 per cent dividend for stockholders of record on January 1, 1924.

ODD FELLOWS

Fifty members of Triple City Lodge No. 333, I. O. O. F., attended the annual district meeting for district 98 at Long Beach last Saturday night. Grand officers of the grand encampment and grand lodge were present. More than 1000 attended. Two hundred and one candidates were given four of the degrees.

Triple City Lodge No. 333 received its new eight hundred-dollar regalia Tuesday.

STUDEBAKER'S PRICES DOWN ON FULL LINE

Important reductions in the prices of the complete line of 1924 model closed cars, effective December 5, are announced by Studebaker.

These reductions are made possible by economies effected by the operation of Studebaker's mammoth new \$5,000,000 closed body plants at South Bend, Ind., recognized as the finest in the industry. Studebaker's facilities for the building of closed bodies excel those of any other motor car builder.

The latest unit to be placed in operation is a brick and reinforced steel structure, six stories high, 100 feet in width and 800 feet in length.

Some idea of the gigantic size of this single unit may be gained by comparing it with the Woolworth tower, which is 792 feet high, or eight feet less than the length of this new Studebaker closed body plant.

"It is a policy of long standing that Studebaker's manufacturing savings be shared with its customers," said P. E. Hennis. "Hence this reduction of prices as soon as the new body plants were placed in operation. Yet the quality of Studebaker cars has not been decreased. In fact, the present closed cars are the finest cars and the greatest values Studebaker has ever offered."

"Studebaker's facilities at South Bend, Ind., for the manufacture of fine closed bodies excel those of any other motor car builder. Its body plants, containing 2,750,000 square feet of floor space, represent a net investment of over \$5,000,000."

"This single division of its business employs 5000 men, whose wages amount to \$7,500,000 per year. The steel, lumber, glass, cloth and other materials required for the operation of these body plants represent an inventory investment of \$3,500,000."

"The dies and tools for forming the metal panels of Studebaker bodies alone, and as a single item, cost in excess of \$785,000. These figures give some idea of the extent of Studebaker's facilities and indicate one of the reasons why Studebaker bodies contain unequaled value."



SAM SEELIG CO.
"Cash is King"
CALIFORNIA'S LEADING GROCER

Rappaport Bldg., Cabrillo Ave.
Torrance

Narbonne and Weston
Lomita

1 lb. **15^c**

**Pure Sugar
Hard Candy**

10 lb. **\$1.35**

HAND DIPPED CHOCOLATES
5 lb. **\$2.10**

lb. **23^c**

**Old Fashioned
CHOCOLATE CREAMS**

lb. **23^c**

1 lb. **65^c**

LYONS GLACE FRUITS
(Packed Expressly for Sam Seelig Co.)

2 lb. **1.30**

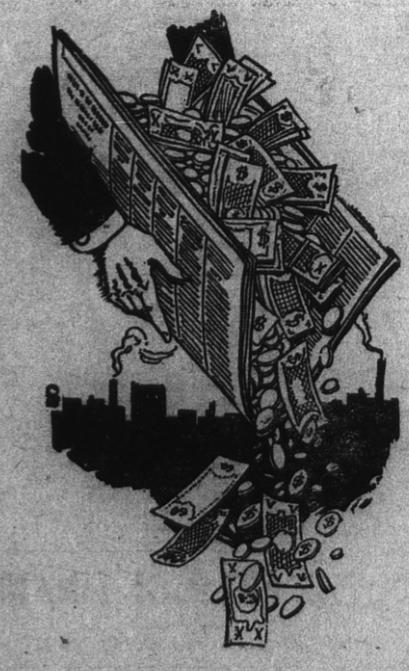
Heinz Mincemeat Tin	30c	Dromedary Cocoanut 1/2 lb.	30c
Pitted Sour Red Cherries	32c	Sugared Dates	25c lb.
Maine Blueberries	28c	Bee Mixed Candy	22 1/2 c lb.
Nonesuch Mincemeat	15c	Empson Pumpkin	2 Cans 35c

CLUSTER RAISINS
15^c Cart.

5 lb. **35^c**

FANCY BLUE ROSE RICE

35^c



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We Give S & H Green Trading Stamps

MERRY CHRISTMAS TO ALL



Christmas day is the only day of its kind. A wonderful day that brings together the best from out of the past, the Christmas Tree from the days of the Vikings, Kris Kringle from the earliest times of the Hollanders, and over all the Star of Bethlehem, a token of the Birth of the One who brought the message of Peace on Earth, Good Will Toward Men.

Christmas Day goes further and brings out the best from all that is worthwhile in the present. From all parts of the world to all parts of the world pass the best that one can give to others who appreciate the gift in its double significance.

For Christmas has risen above the "Boxing Day" of our English cousins when presents were given to servants, retainers and the poor of the parish. It is a day when one and all regardless of creed or nation join in expressing their good will to one another in the form of gifts that will mean in pleasure and service all that the thoughtfulness of the giver can provide.

May we add our best wishes for the Merriest of Christmas Days to everyone of our host of friends.

A FEW LAST MINUTE SUGGESTIONS

BOOKS—



The best of all gifts is a good book. We have a selection of the latest that you will like.
95c to \$2.00

STATIONERY



The next best of all is a box of appropriate stationery. Our selection will please you as well as your friends.
75c to \$3.25

FOOTWEAR

Our stock of Footwear was never so complete as it is now. We can fit your purse, your taste and your feet. We will offer to our customers after Christmas some of the best bargains that have ever been heard of in this section. Watch for our advertisement.




J.W. BARNES Co.

NARBONNE AT WESTON ST. PHONE, LOMITA 304
"Barnes Department Store" Lomita, Cal.